

Camp Weed & Cerveny Conference Center (Re)Branding Announcement

Bishop Howard engaged Jacksonville-based agency Burdette Ketchum with rebranding Diocesan Summer Camp at Camp Weed in 2016, and then with creating an overarching brand for the Camp & Conference Center. Believing that an image should relate to what the brand promises, the agency began the planning process with input by Bishop Howard. When they were finished with their task, the Burdette Ketchum team had created two logos for Camp Weed and one logo for the Camp & Conference Center.

The process for rebranding Camp Weed specifically began with Will Ketchum's life-long memories of his time spent at Camp Weed as a youth and his memory especially of the onsite cross. Ketchum is a cradle Episcopalian and he attended Camp Weed during his youth. Ketchum wanted the branding to capture a sense of excitement so that children would, in turn, be excited about visiting Camp Weed. His idea was to simplify and break down experience and memories into pictures. He wanted this new logo to be vibrant, clean and simple, yet still keep the logo within the Camp Weed brand by emphasizing fun and youthful experience among a variety of waterways, while including the iconic Celtic Cross with a line of trees in the background. Burdette Ketchum also created another fun logo to only be used with promotional items.

As a teenager, Ketchum attended camp at an earlier Camp Weed location at St. Teresa Beach, Florida. The experience was "a lot of fun with spiritual substance." Those also in attendance at that time were kids from throughout the Diocese, and mostly from the North Florida area. Ketchum has lasting memories from his Camp Weed experiences. He notes that the Camp Weed counselors were great role models and mentors. In fact, one of his mentors is now a Bishop in another state. Some of Ketchum's most fond memories are of him and his friends swimming in the ocean and then walking to the Canteen for a soda, and then playing ping pong.

In 1983, Ketchum's Student Senate met at the Cerveny Conference Center when he was in high school and he loved the new location. Now, when he thinks of the property as a whole, it's abundantly clear to Ketchum that Mandi's Chapel is the icon for the entire property. As an adult, he sent both of his children to "Happening" youth events at Camp Weed. His wife Missy, who currently serves as the Director of Advancement at Episcopal School of Jacksonville, has attended a Cursillo weekend and she is well-known within the Episcopal Church.

Ketchum hopes that the new symbol for the entire property will help build interest, loyalty, and affection for Camp Weed & Cerveny Conference Center. The new branding process for the entire property of Camp Weed & Cerveny Conference Center began with a slightly different creative approach than the process for the Summer Camp. The concept behind the new branding was to create a logo based on the iconic architecture of Mandi's Chapel, which was designed by well-respected architect John Zona. Zona is widely recognized as an outstanding design talent with over twenty awards to date.

The feeling among the Burdette Ketchum team was that the logo for the entire property needed to be iconic and accessible to all who visited the property. The result is not a reproduction of Mandi's Chapel even though there are three distinctive peaks, which evoke the Holy Trinity, and the spire within the logo is set to continually reach ever higher.

This property-wide logo is open to a variety of uses and feelings and all are infused with spirituality. The logo itself is inclusive of all churches, and is imbued with a higher purpose, and a very spiritual feeling.

This logo is imbued by the color blue (a color of trust, serenity, and authority) and the color red (a color of excitement and stimulation). These colors also match up with the colors of The Episcopal Church's logo, so there is some sense of authority in this logo.

In referencing the property-wide logo, Camp Weed & Cerveney Conference Center Executive Director Kym Hughes comments, "Mandi's Chapel is more than just a beautiful chapel with amazing architecture and the legacy of a young girl who loved Camp Weed. It is our gem. With beautifully designed windows and a natural wood interior, the exterior trio of the elevated metal pitched roof lines point to the sky, as if thanking God for this special place. Incorporating the architecture of Mandi's Chapel in our brand is absolutely perfect."

Burdette Ketchum's team accomplished their goals and have a long history working with The Episcopal Diocese of Florida. The new property-wide logo tells a story and the three logos – two rebranded and one newly branded - need to be connected.

The Burdette Ketchum team that created these three new branding components for The Episcopal Diocese of Florida are: Will Ketchum, Andy Gosedi, Patrick Golden and Amelia Williams. This strategic and creative team worked with Bishop Howard, Doug Walker, Sandy Wilson, and Sarah Singer from the Diocese.

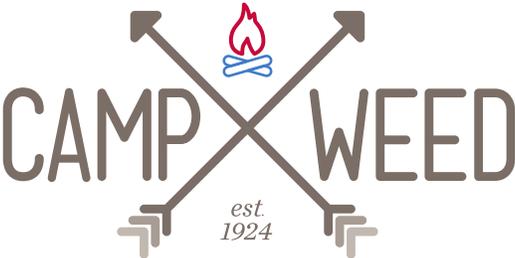
Contact The Episcopal Diocese of Florida: 904.356.1328 | swilson@diocesefl.org | www.diocesefl.org | Visit Camp Weed & Cerveney Conference Center | www.campweed.org

Contact Burdette Ketchum: 904.645.6200 | info@burdetteketchum.com | www.burdetteketchum.com

Camp Weed logo for marketing and for advertising Summer Camp:



Camp Weed logo for promotions and clothing:



Camp Weed & Cerveney Conference Center logo for property-wide use:

